



vola<sup>®</sup>

E-EKSPORTDAGEN 2023

A black and white portrait of Birthe Tofting, a woman with short, light-colored hair, wearing glasses and a patterned blazer over a black turtleneck. She is standing with her hands clasped in front of her, looking directly at the camera. The background is a blurred office setting.

# BIRTHE TOFTING

Sales & Marketing Director

Cand.ling.merc.

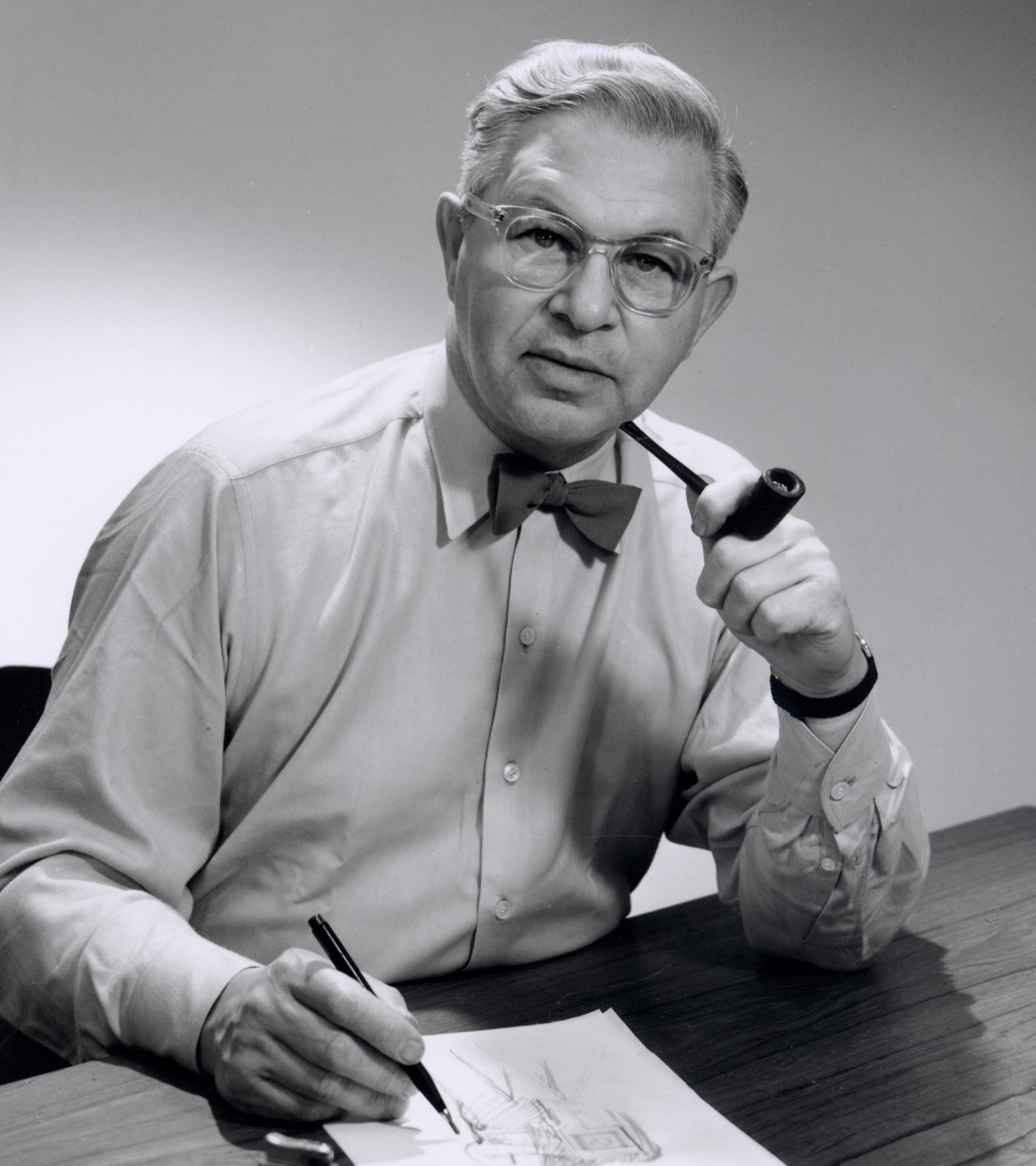
Executive Master i Corporate Communication  
Bestyrelsesuddannelse fra Aarhus Universitet

Bestyrelsesmedlem i E V Metalværk

Bestyrelsesmedlem i Crecea

Bestyrelsesmedlem i Stauning Whisky

Censor på bestyrelsesuddannelsen



# SAMARBEJDE MED ARNE JACOBSEN

1961 - Arne Jacobsen vandt konkurrencen om Nationalbanken



1969

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GERMAN  
DESIGN  
AWARD

2019

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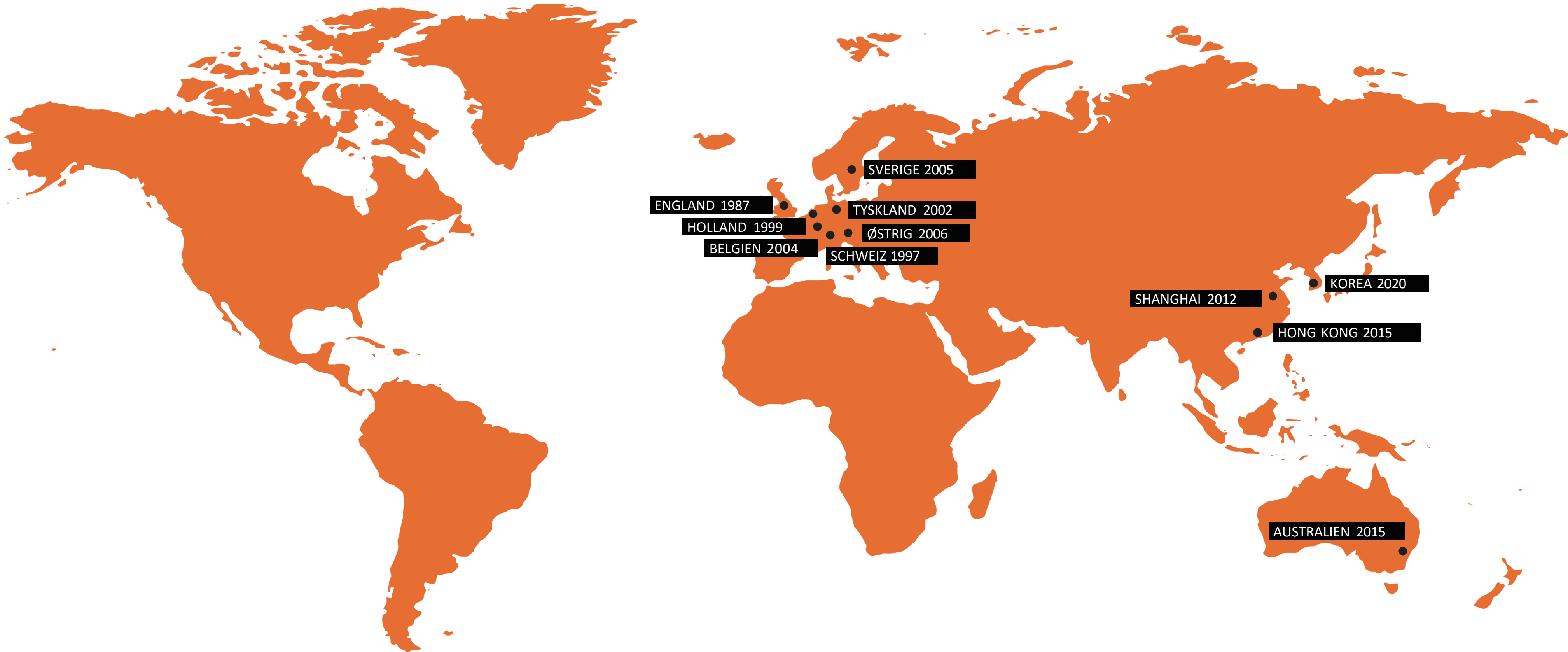


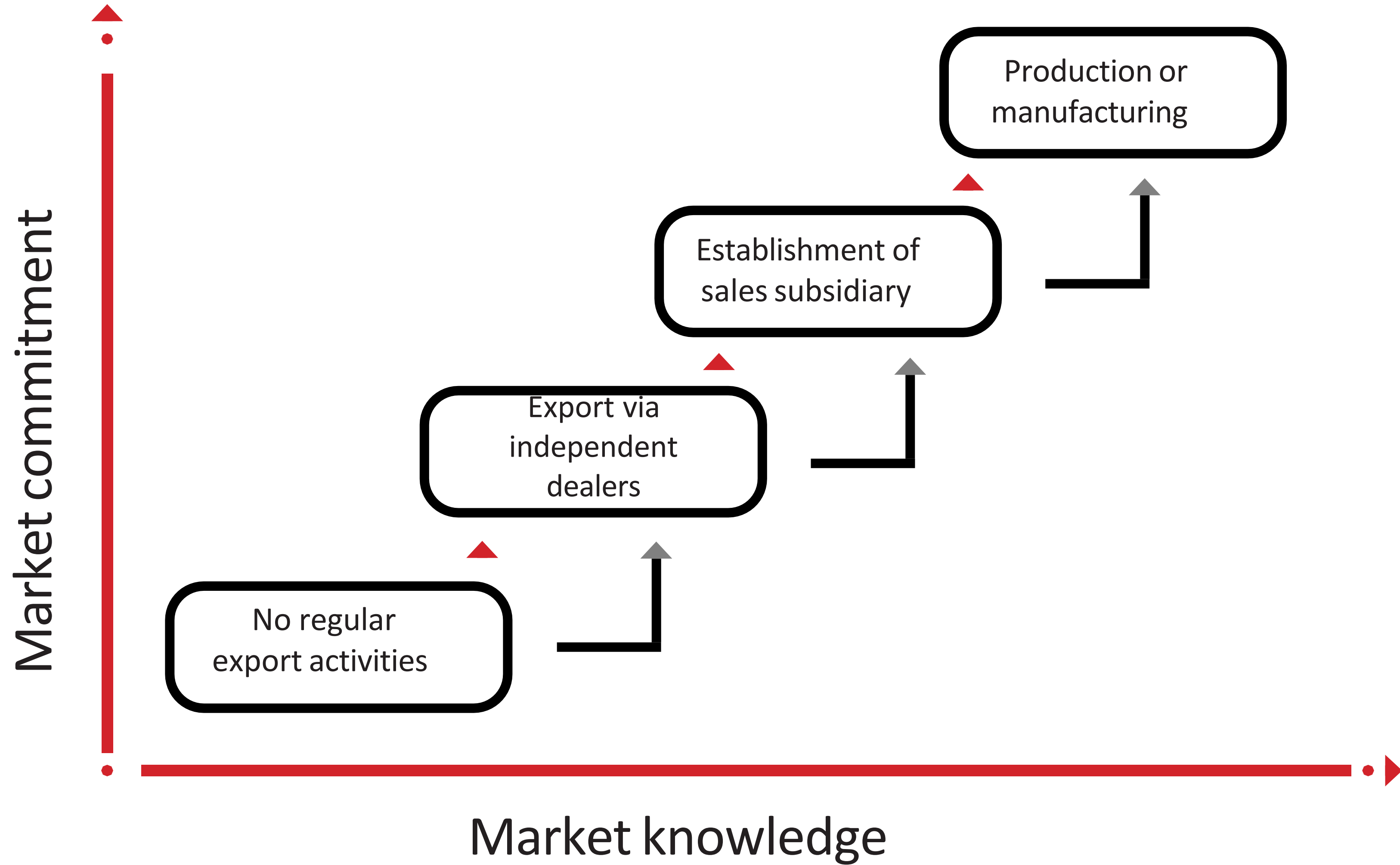


# VOLA SÆLGER I HELE VERDEN

Danmark 25%

Eksport 75%





# KONCERN

Global brandingstrategi

Europa som et marked

Strategisk ledelse i Danmark

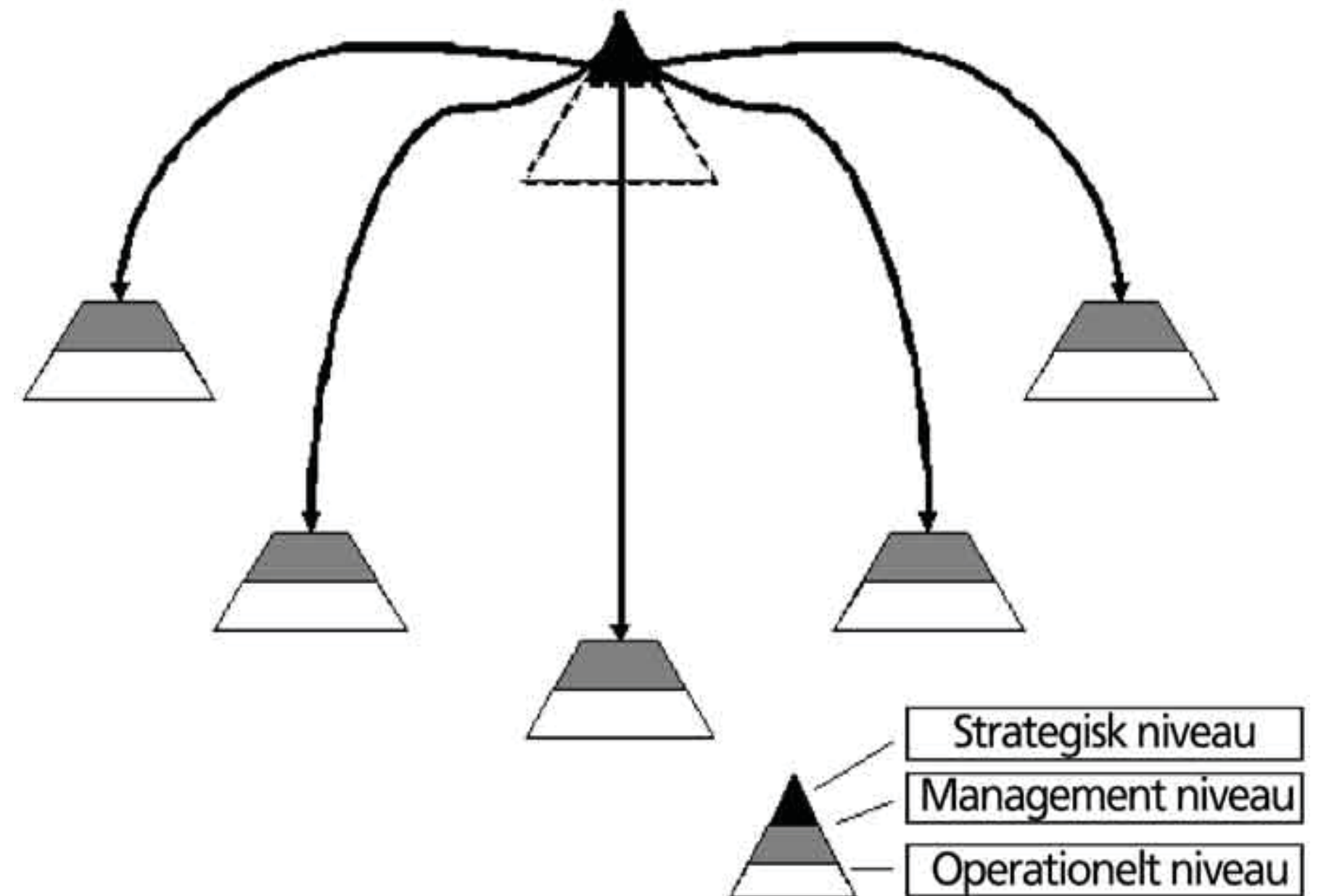
Al produktion og lager er i Horsens

Datterselskaberne koncentrerer sig om salg

Marketing, IT, bogføring centralt som shared services

Besparelser i administration

## Makropyramiden





# VOLA ACADEMY



Produktskoling af danske  
VVS-installatører

Liste af certificerede  
VVS-installatører findes på [www.vola.dk](http://www.vola.dk)



# VOLA studio

- Support video call
- Products training
- VOLA News





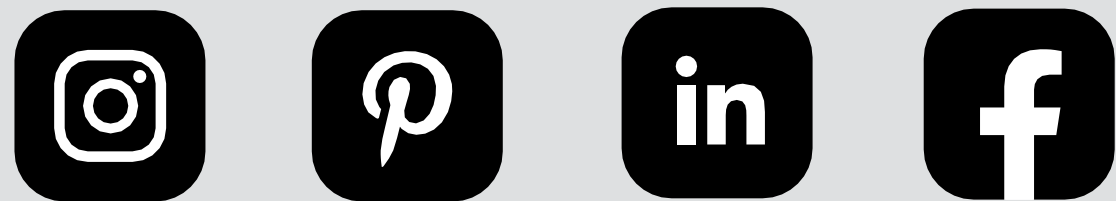
SOTORVET

STREKT

uno form uno form uno form uno form uno form uno form uno form uno form uno form uno form



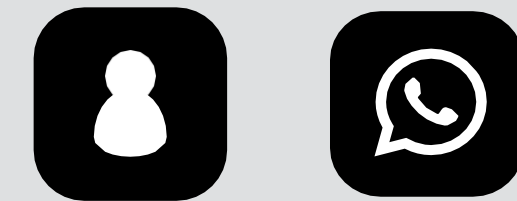
# DEN DIGITALE KUNDEREJSE



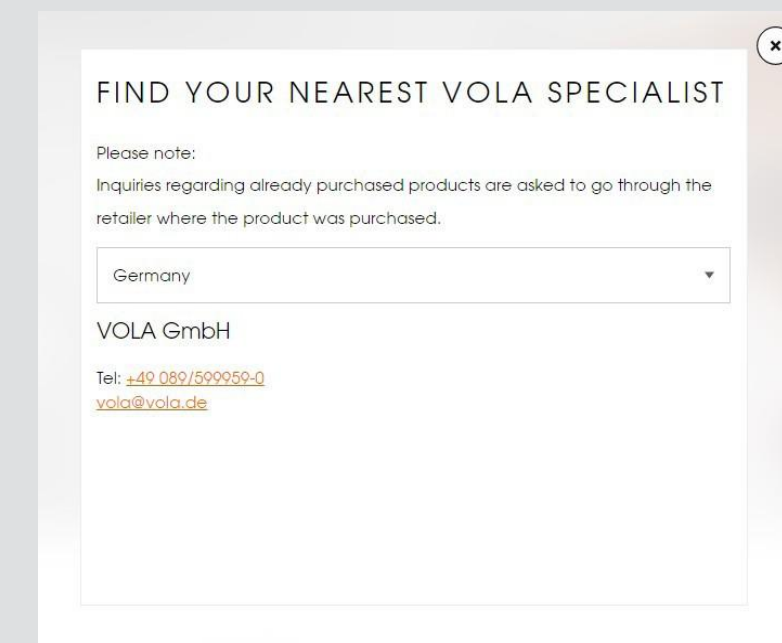
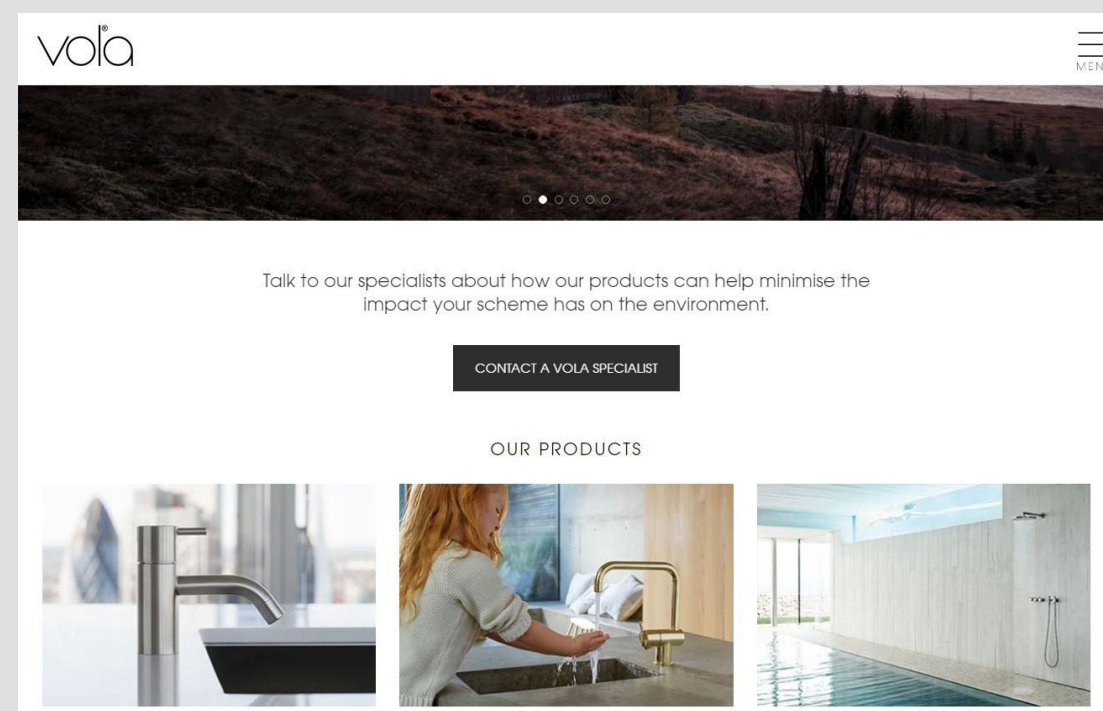
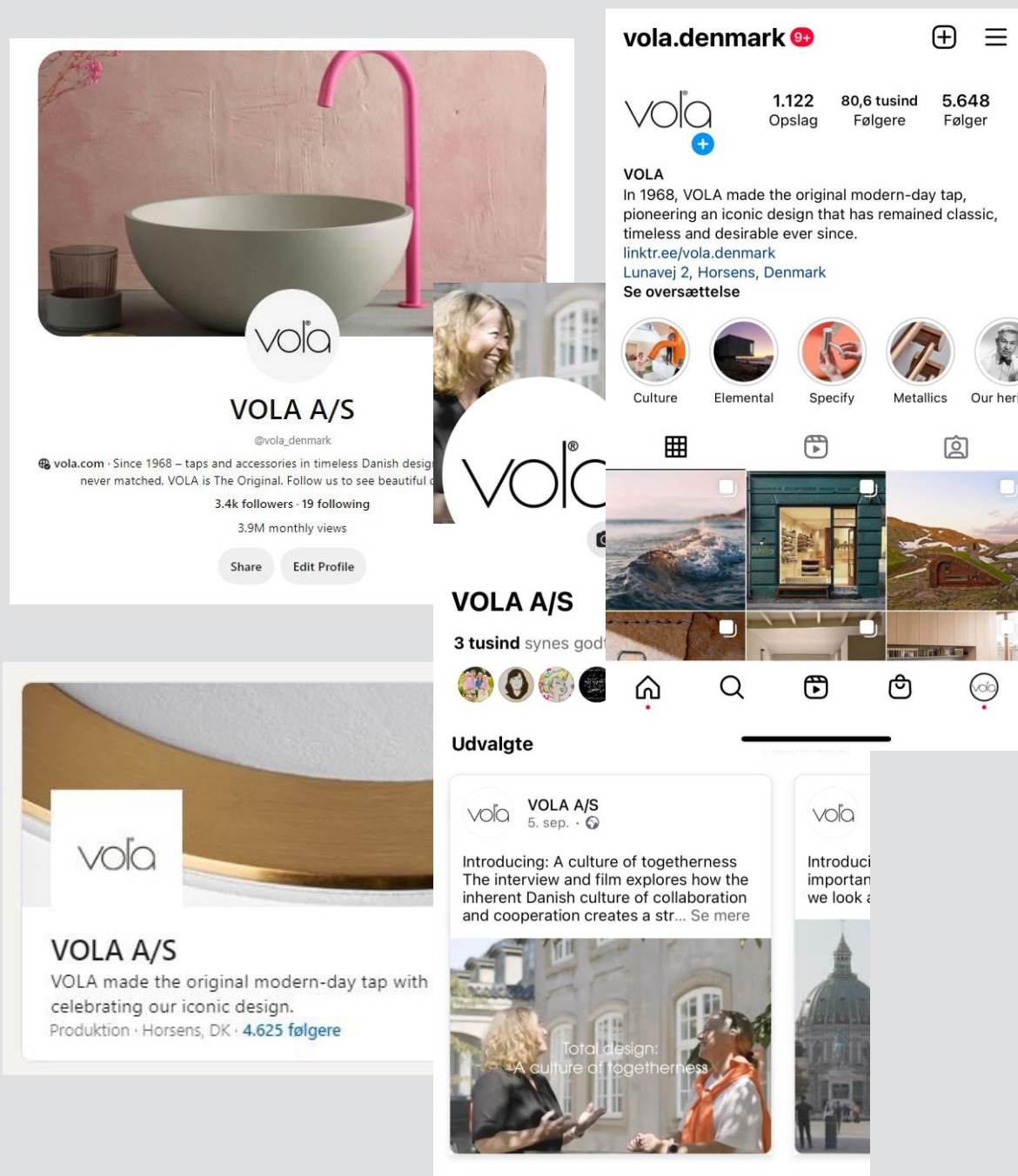
Sociale medier



VOLA web



Selskaber eller forhandlere



## Lang produktlevetid

Siden starten i 1968 har VOLA bevist, at både design og kvalitet holder i generationer. VOLA produceres i messing og rustfrit stål, der ikke forgår. Modulsystemet giver mulighed for at armaturerne kan bygges om iht. nye behov.



# Reparation

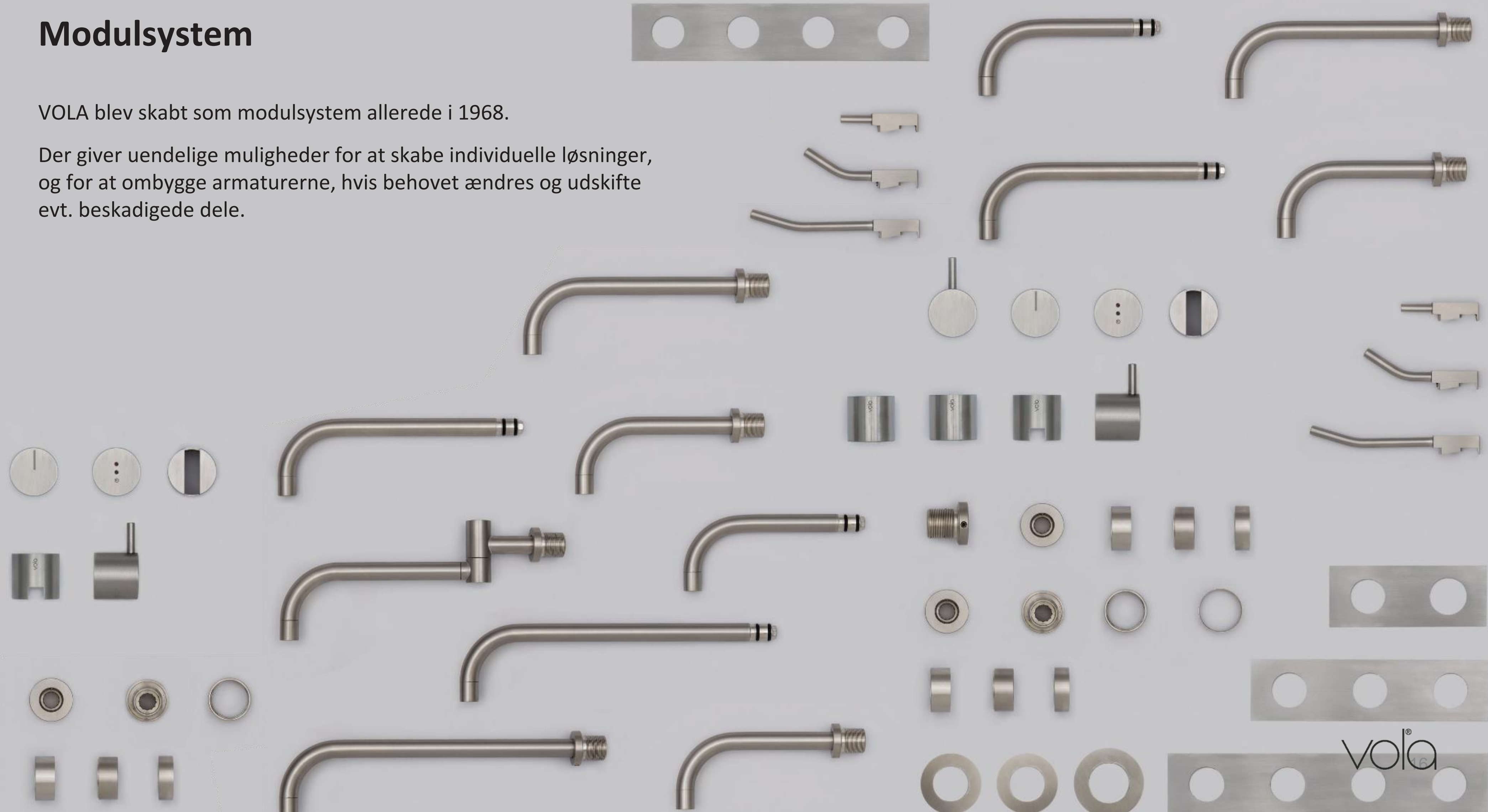
Når et produkt holder lang tid, spares der naturligt på det miljømæssige aftryk. Derfor er vi stolte af at vore armaturer har en meget lang levetid og er designet til at kunne repareres og at vi kan levere reservedele til armaturer, der er mere end 50 år gamle.



# Modulsystem

VOLA blev skabt som modulsystem allerede i 1968.

Der giver uendelige muligheder for at skabe individuelle løsninger, og for at ombygge armaturerne, hvis behovet ændres og udskifte evt. beskadigede dele.





# Mindful living

I en verden præget af brug og smid-væk kultur ønsker vi at bidrage til et mere reflekteret liv med en større bevidsthed om hvordan vi forbruger, hvordan produktionen foregår og hvilken påvirkning vores forbrug har på vores omverden.



SoMe Brand campaign 2023:

# VOLA. For life



# VOLA. For life.

## FØLELSEN AF HJEM

Hvad skaber et godt hjem?

Ting, historier, følelser, relationer

Dit hjem viser hvem du er

Danish way of life

## ÆSTETIK

Geometriske former

Skønhed i enkelheden

Modulært

Kreative muligheder

Indbygget

## ØJEBLIKKE AF NÆRVÆR

Mening med livet

Nærvær i hverdagen

Sanselighed/nydelse

Oplevelser/ minder for livet

Prioriter det vigtige i livet

## BEVIDSTE VALG

Køb bedre, køb mindre

Investering/kvalitet

Mindful living

Life cycle

Produceret i Danmark

## LANG PRODUKTLEVETID

Designarv

Fortid, nutid, fremtid

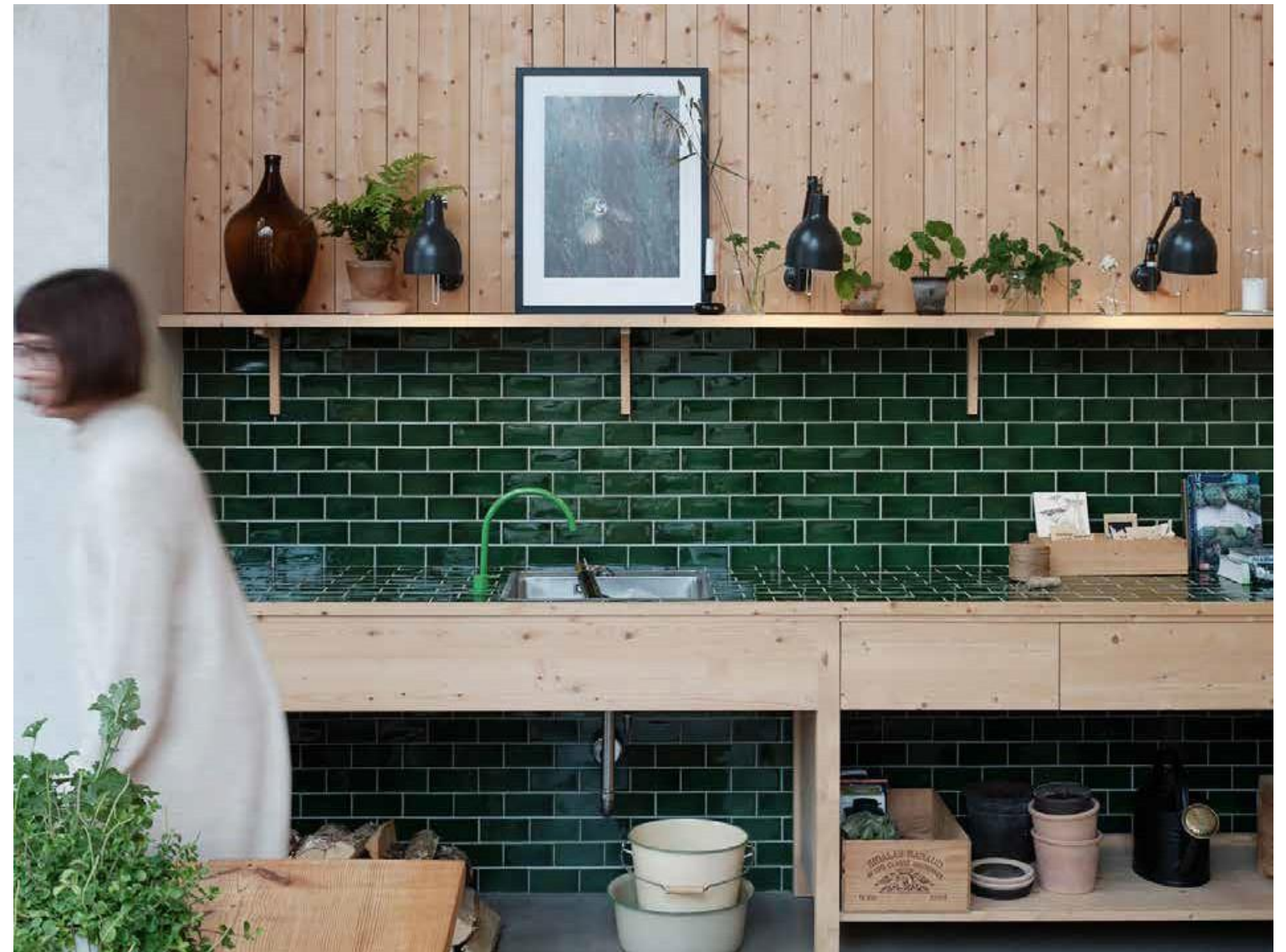
Reparerbarhed

Balanceret liv

Omsorg for verden

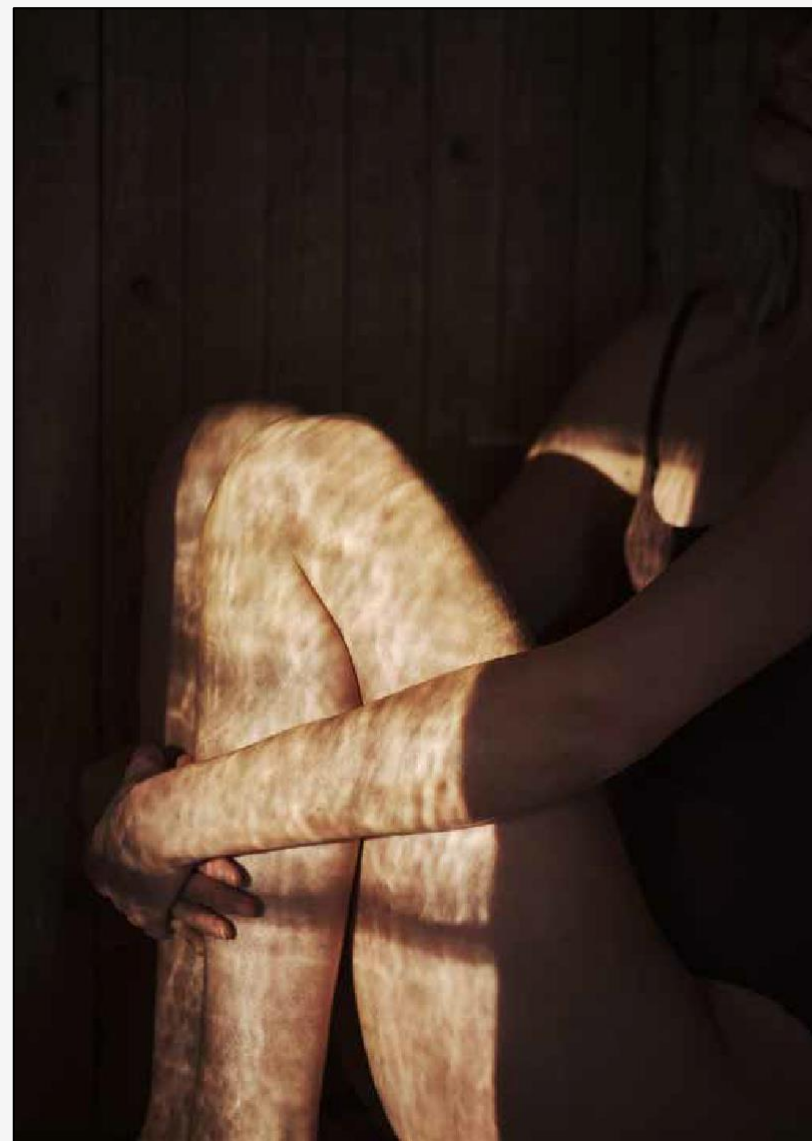
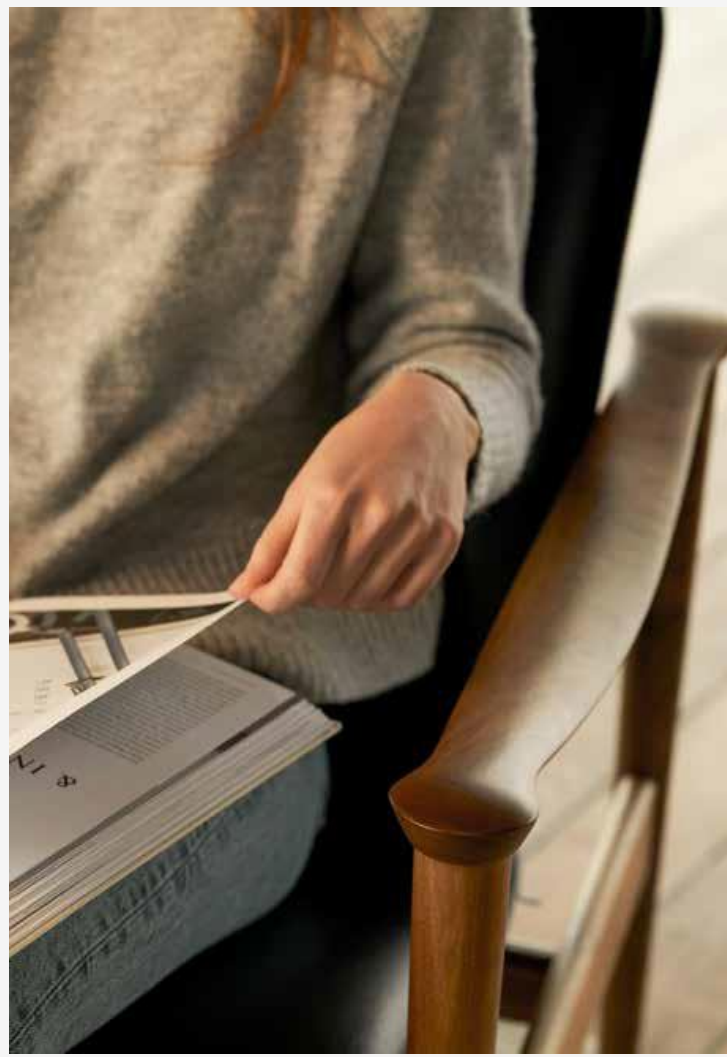
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The Original. Since 1968

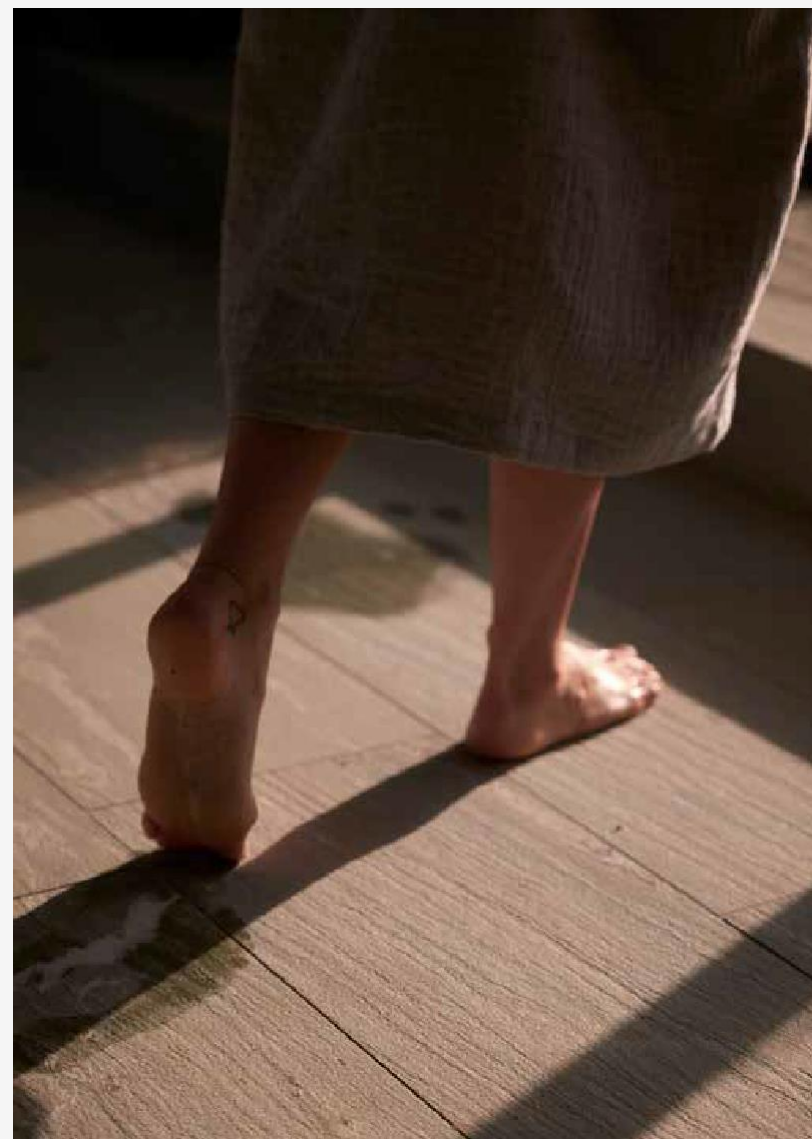


Skønheden i enkelheden

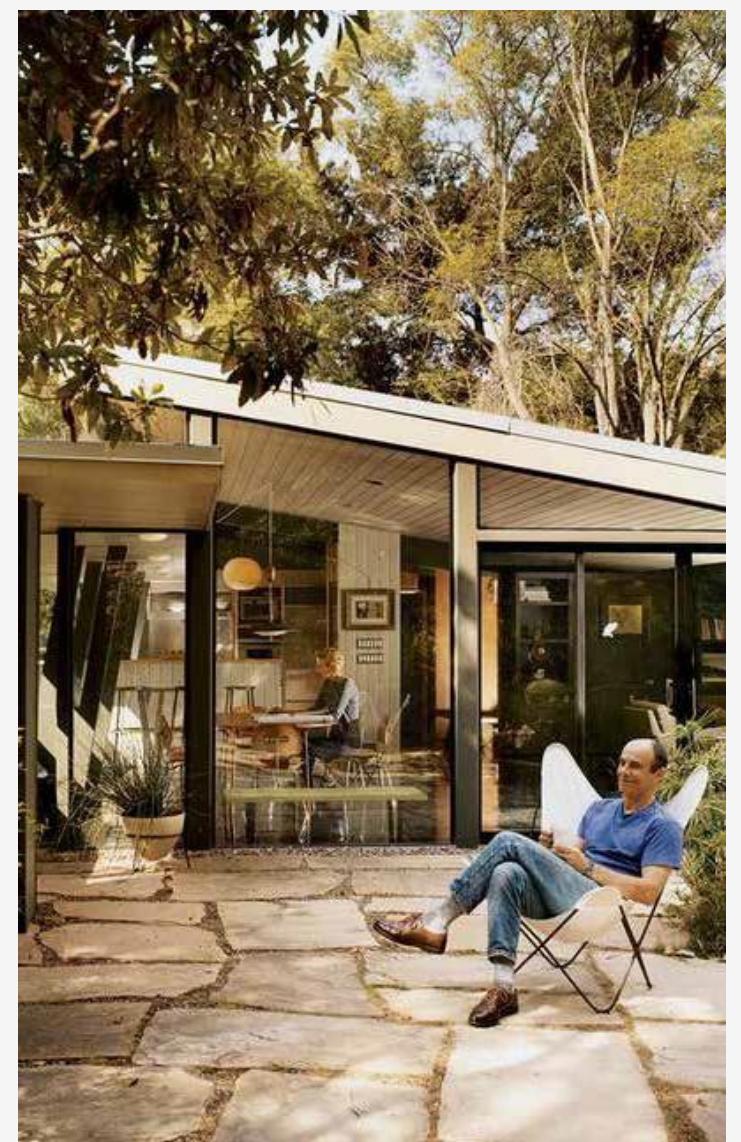
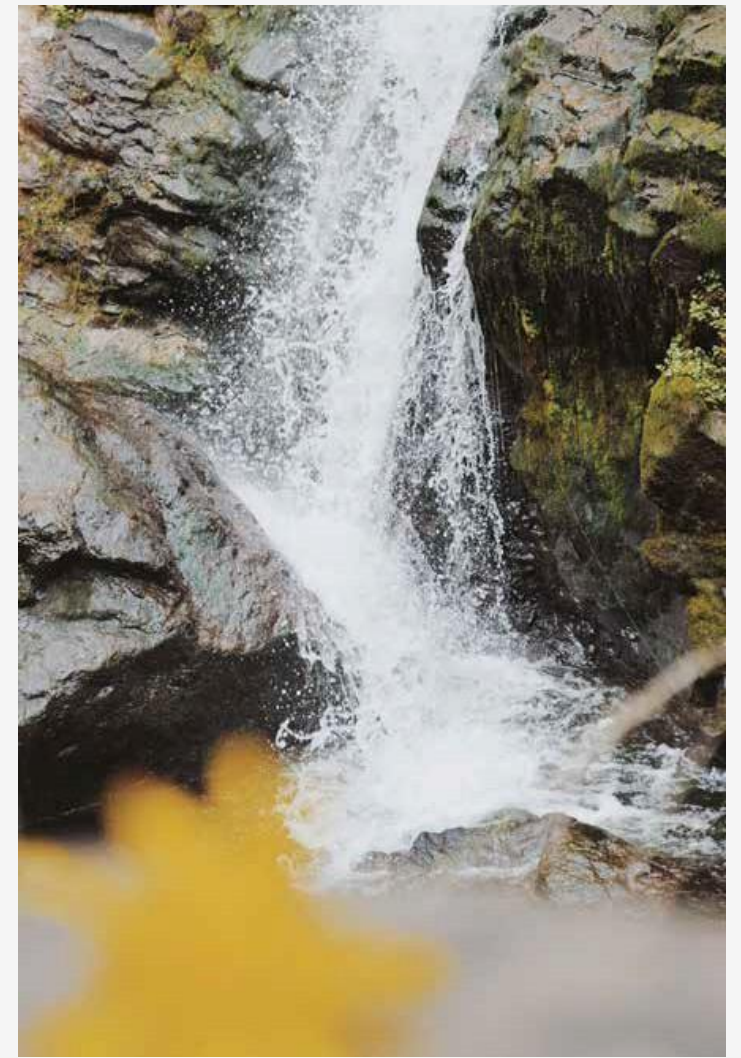




Bevidste valg



Lang produktlevetid





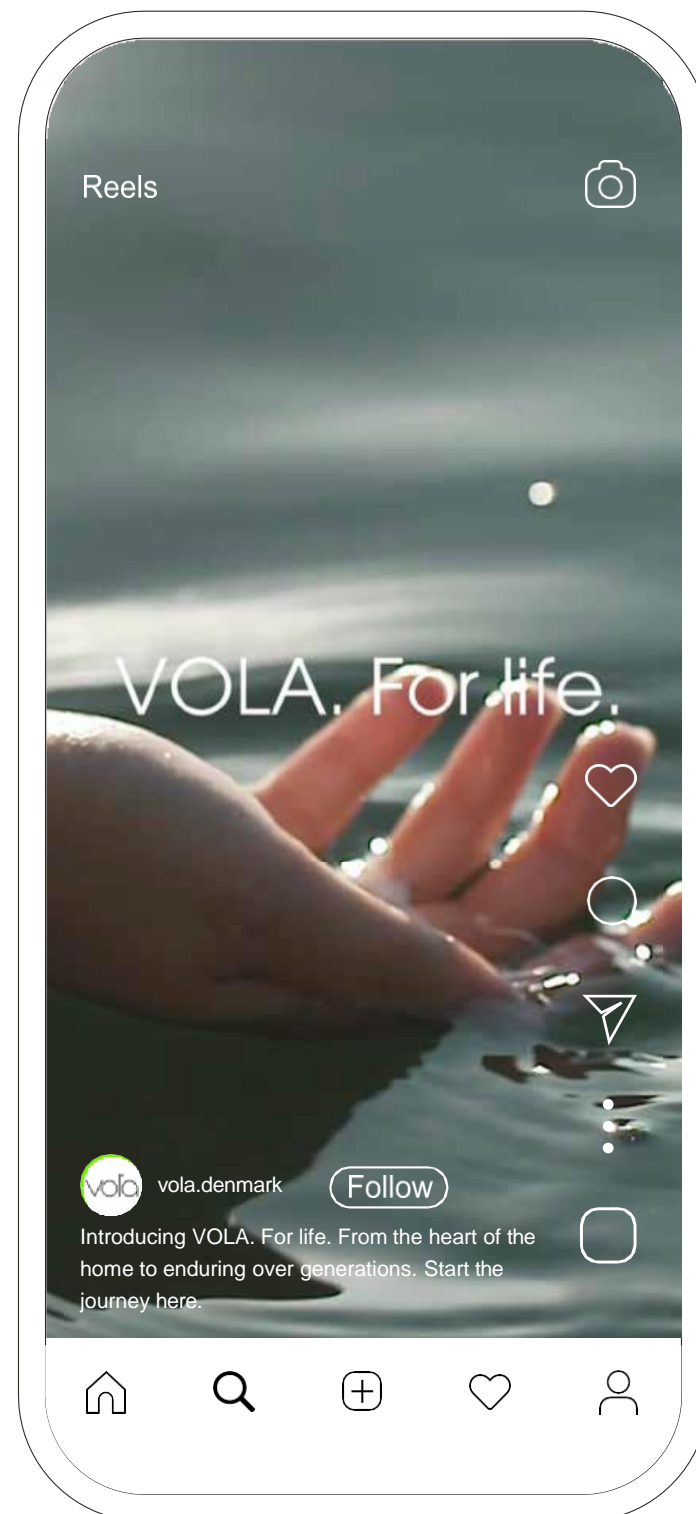
# PAID SOCIAL ADS - REELS

## REEL 1

**THEME:**  
Introducing VOLA. For Life.

**IN FILM COPY:** For every day, every moment, everywhere. VOLA. For life.

**CAPTION:** Introducing VOLA. For life. From the heart of the home to enduring over generations. Start the journey here.

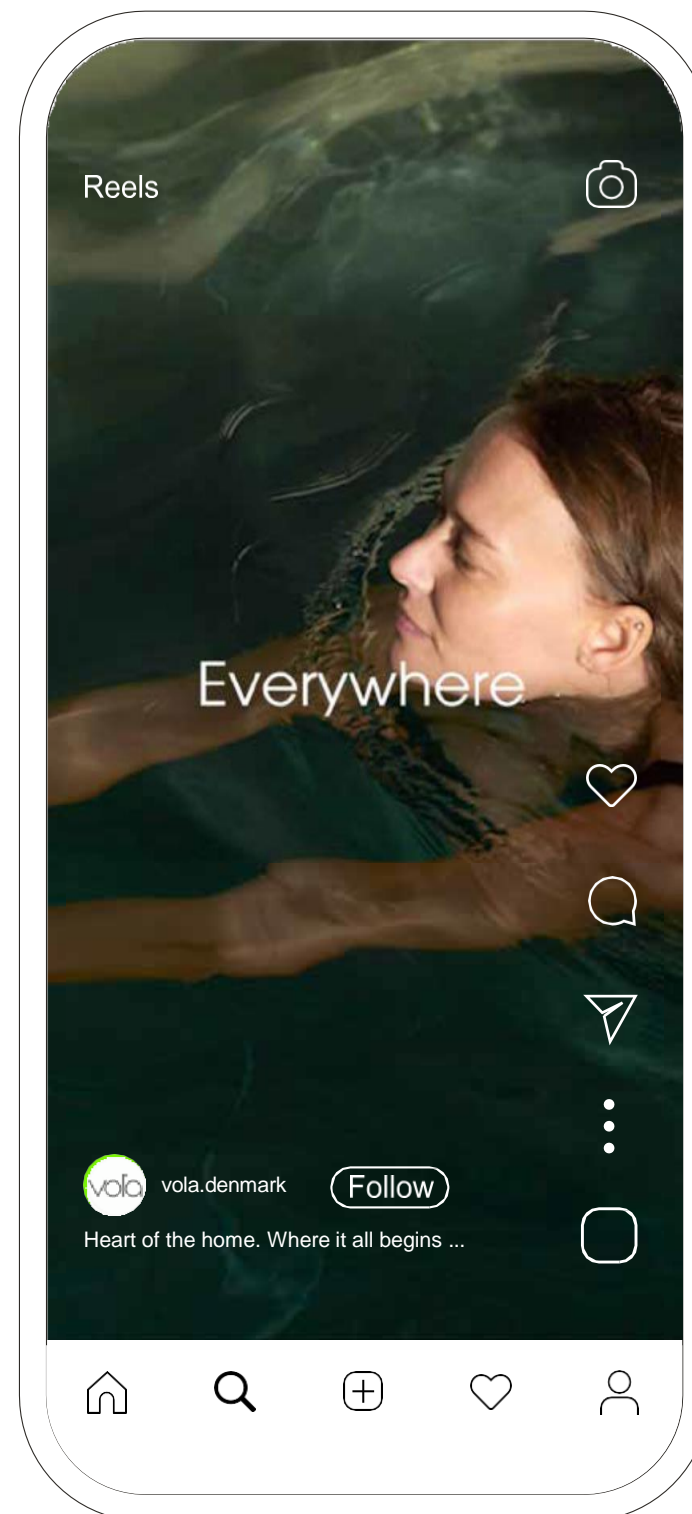


## REEL 2

**THEME:**  
Introducing VOLA. For Life.

**IN FILM COPY:** For every day, every moment, everywhere. VOLA. For life.

**CAPTION:** Heart of the home. Where it all begins ...

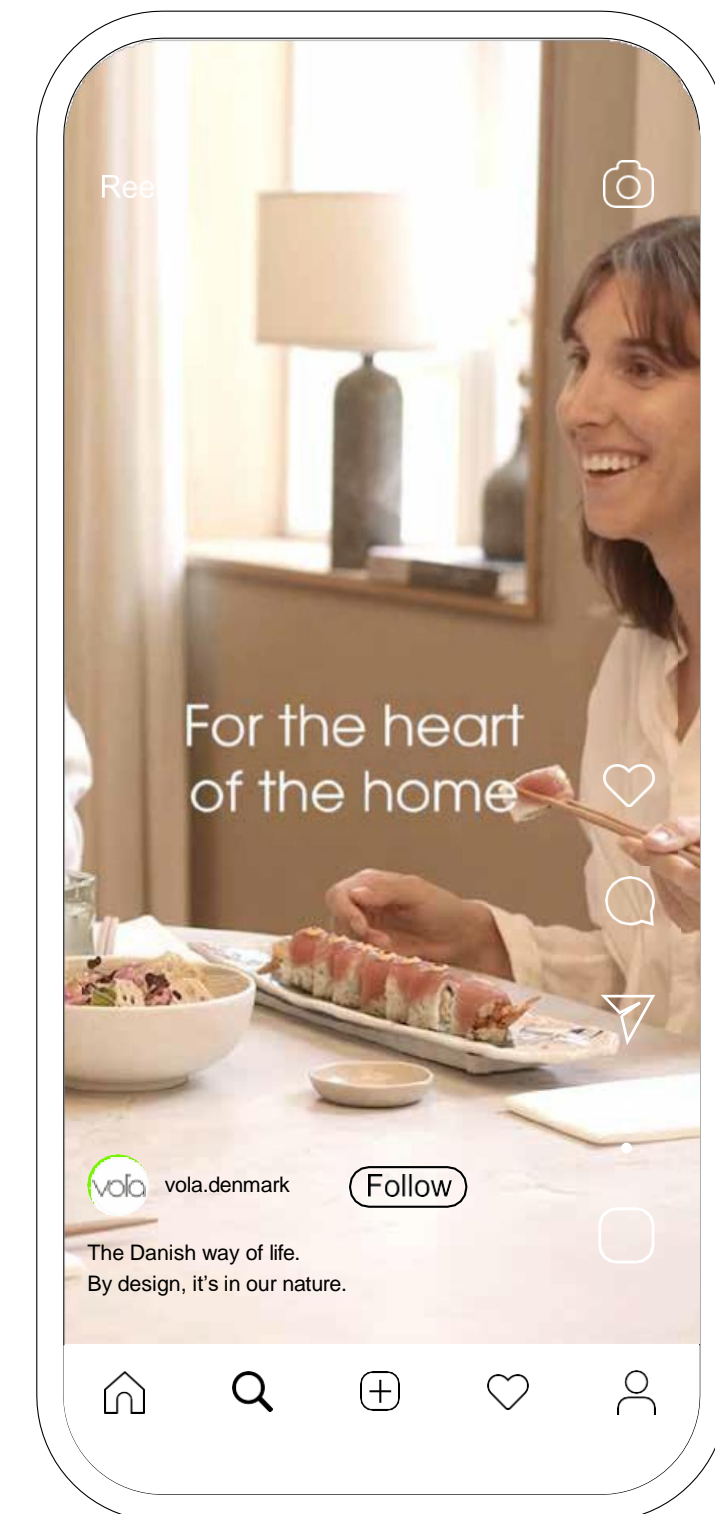


## Reel 3

**Theme:**  
Heart of the home


**IN FILM COPY:** For the heart of the home, and theirs, and theirs. Making life better since 1968. VOLA. For life.

**CAPTION:** The Danish way of life. By design, it's in our nature.



PAID SOCIAL ADS - STATICS

vola.vola.denmark  
Sponsored




VOLA. For life.

Learn More >

Heart of the home. Where it all begins ...

vola.vola.denmark  
Sponsored

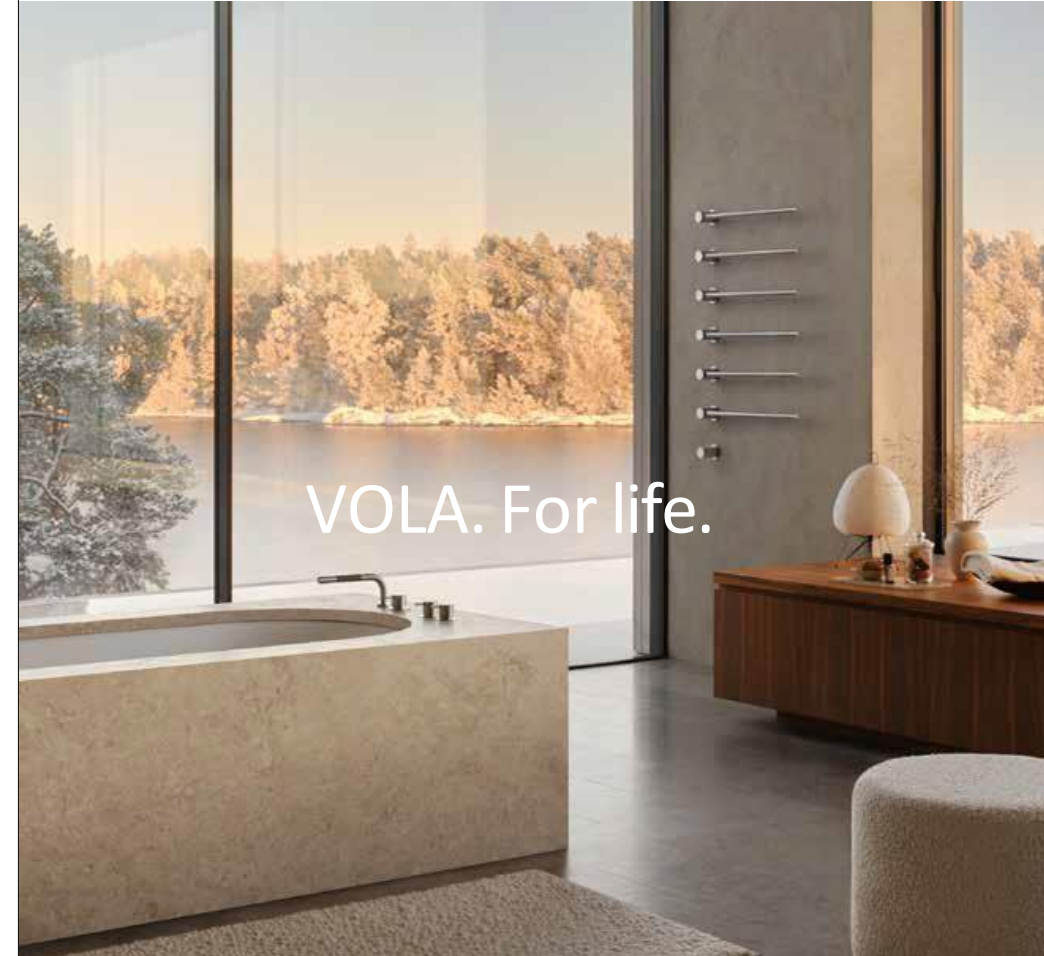


VOLA. For life.

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Heart of the home. Where it all begins ...

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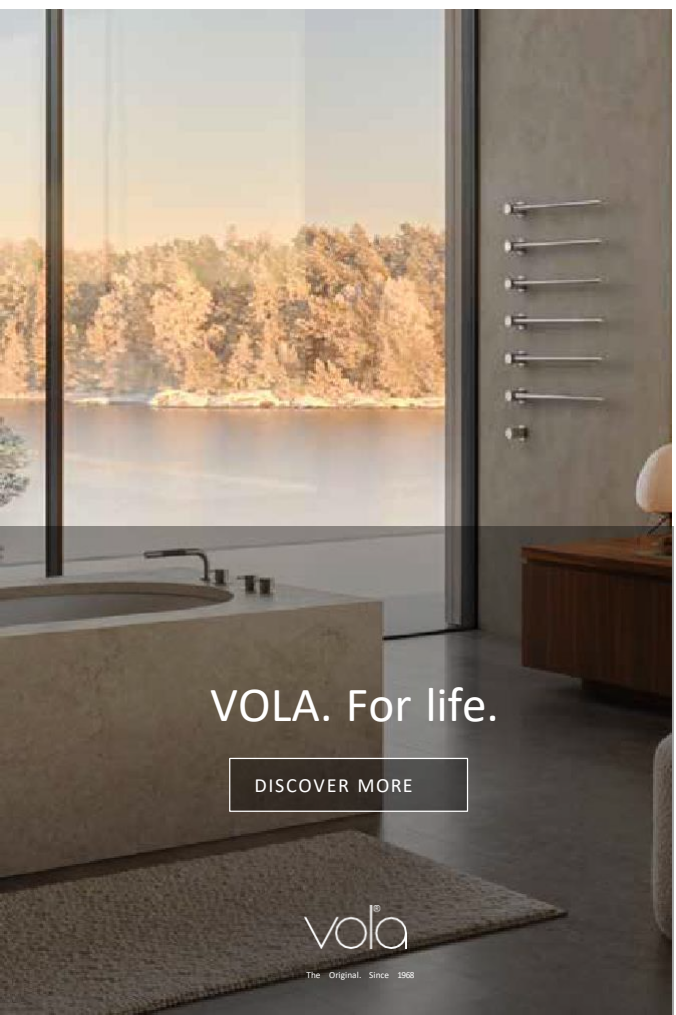
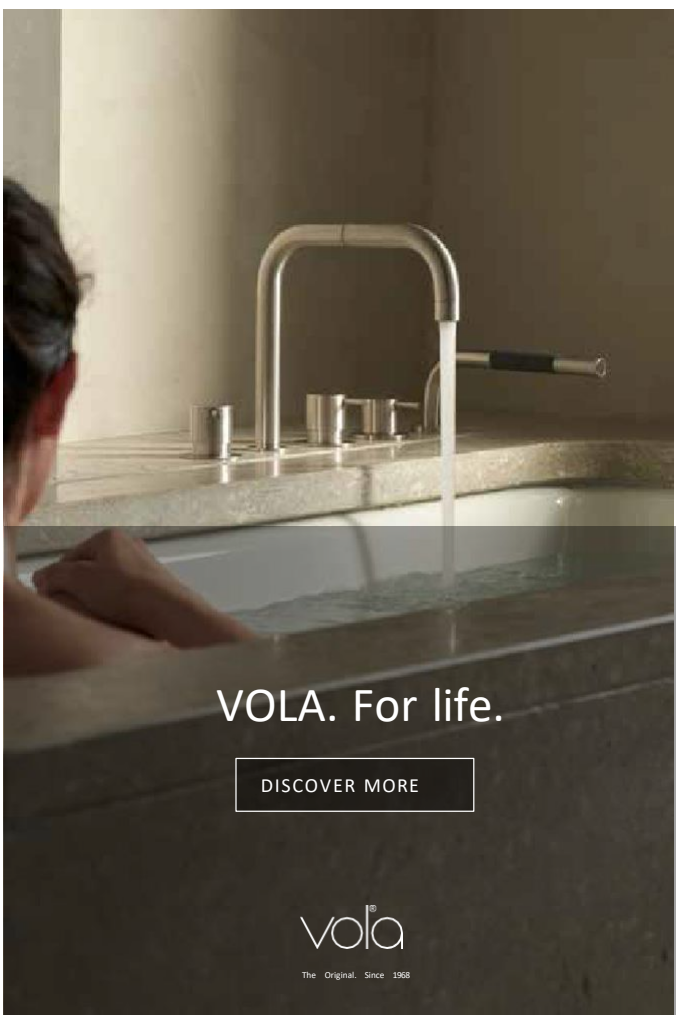
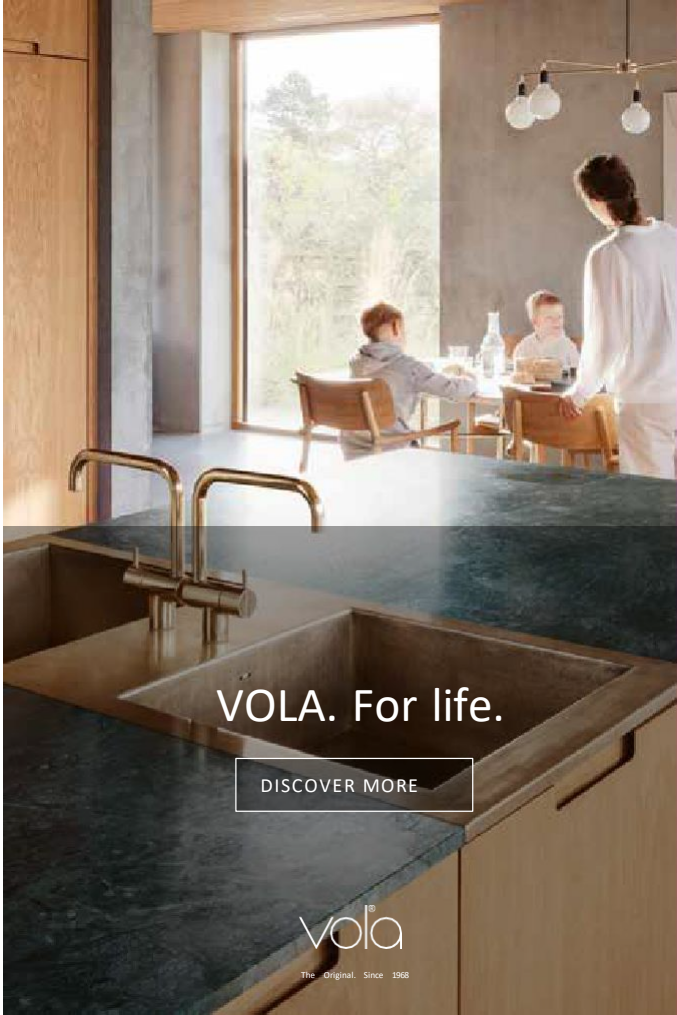
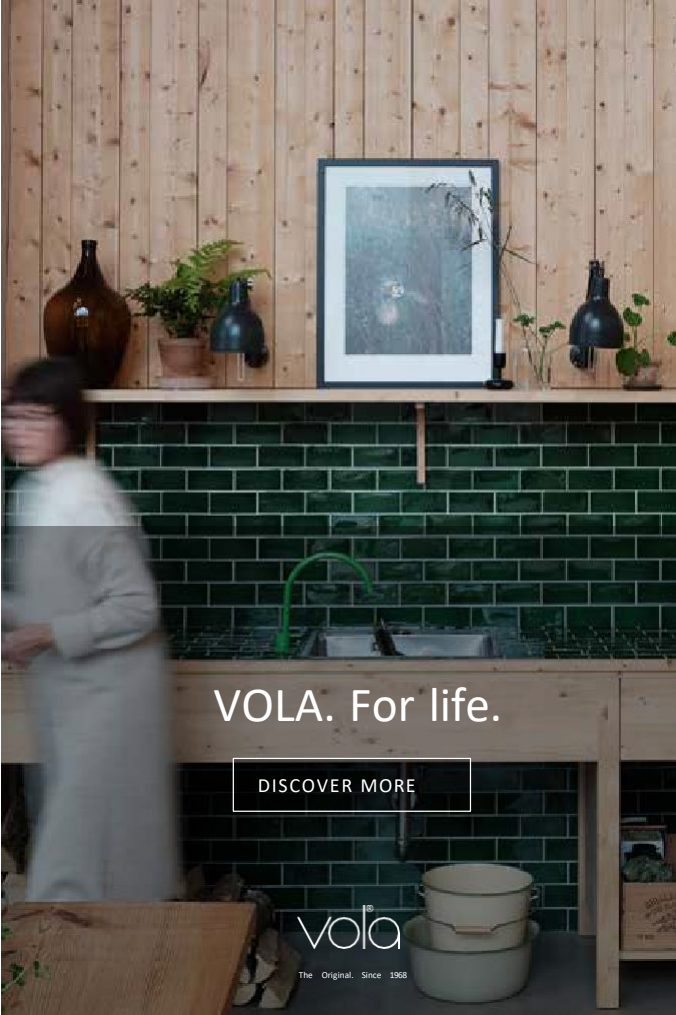
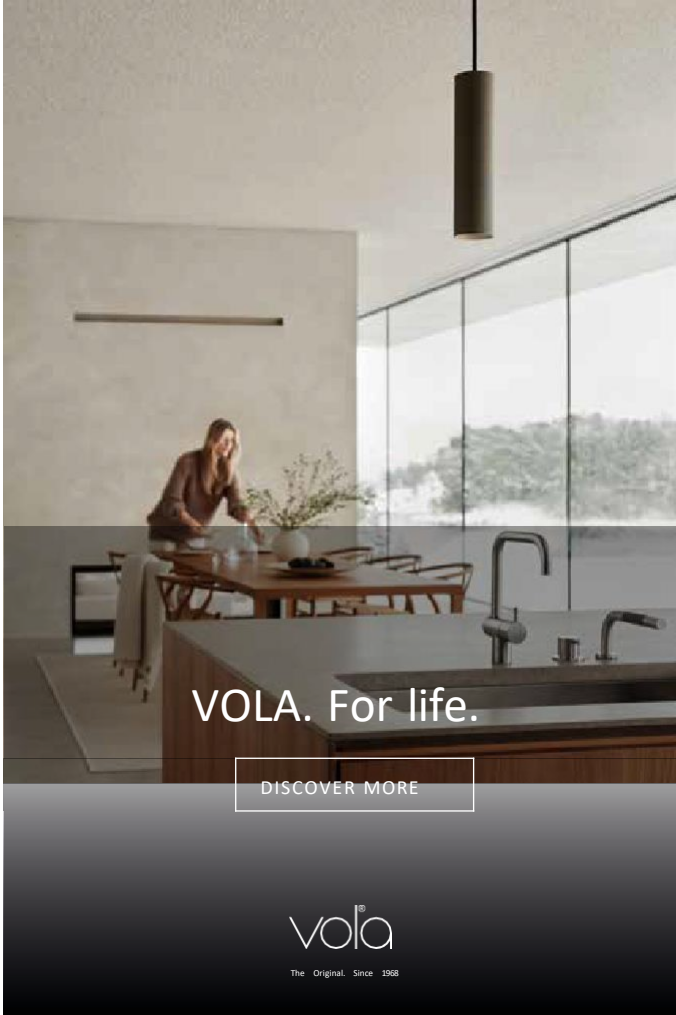
VOLA. For life.

Learn More >

Heart of the home. Where it all begins ...

PINTEREST PINS

Resolution: 1000x1500



# PINTEREST STORIES

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## PIN STORY 1

### THEME:

Introducing VOLA. For life.

Life means many things ...  
It's about our homes  
It's about people  
It's about the wider world  
VOLA. For life

DISCOVER MORE



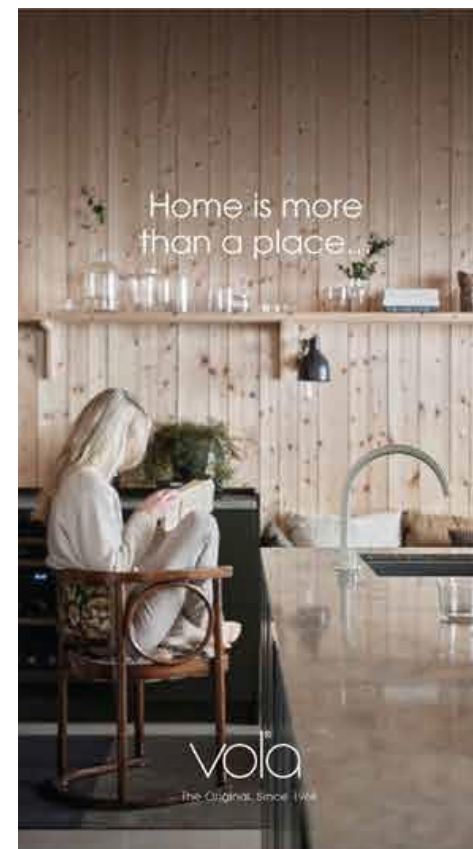
## PIN STORY 2

### THEME:

Heart of the home

Home is more than a place ...  
... it's a feeling  
A place where memories are made  
A space with heart  
VOLA. For life.

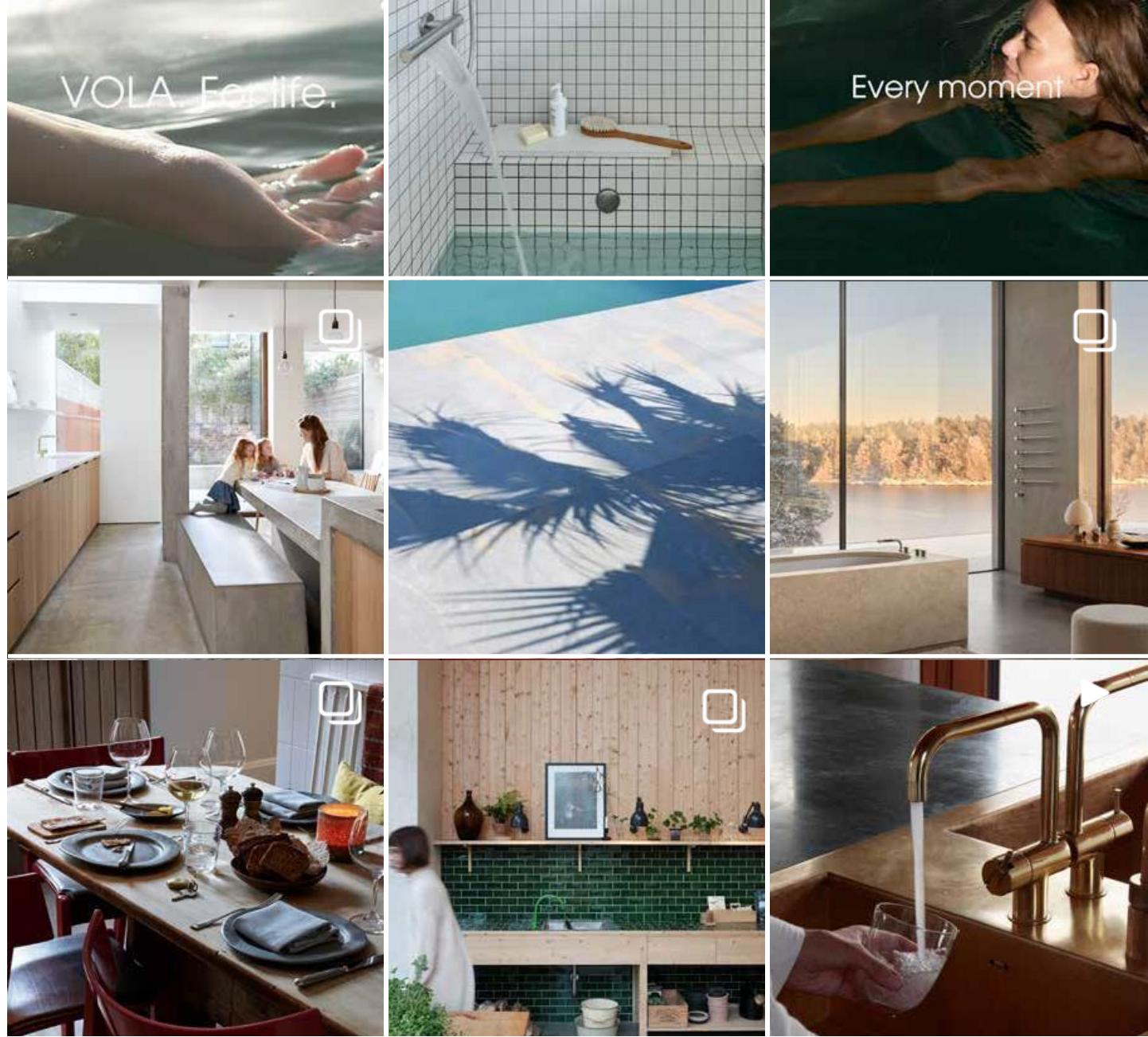
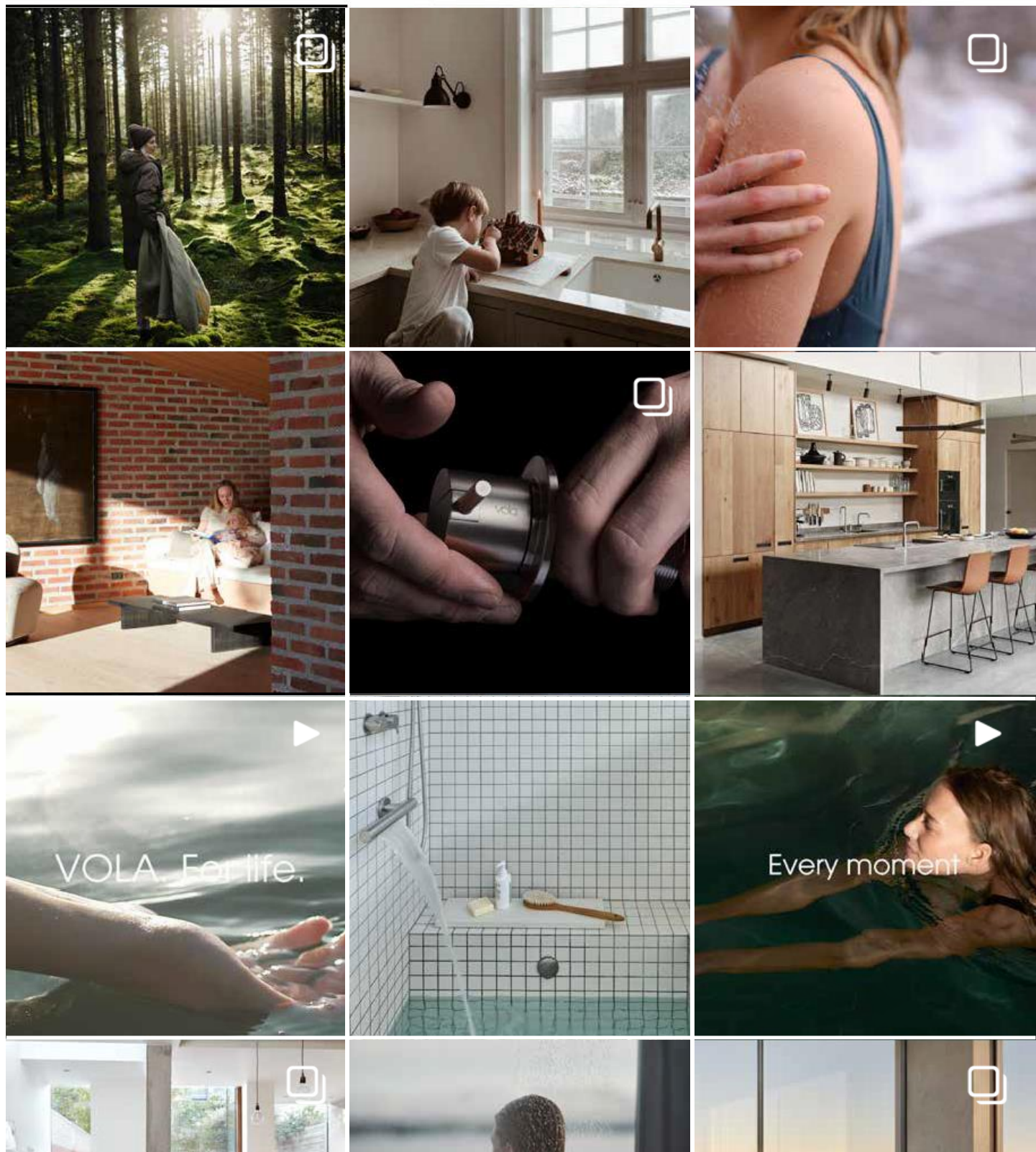
DISCOVER MORE



ORGANIC IG GRID

< vola.denmark 🔔 ...

📱 🎬 📷





At the forefront of Danish Design

HERITAGE  
TO  
DESIGN  
TO  
INSPIRE  
TO

Danish design transcends trends, technology and time. It is guided by the individual and by society, with the human experience at its core. VOLA has been rooted in these principals since 1908, with our products remaining true to the perfect proportions of Arne Jacobsen's original design.

Meaning originates the utilitarian. With consistent style and essential materials, but always from innovation that goes beyond the obvious and general. We've continued to do so since 1908, and our design team has the same to this day.



The desire to make things both the elegant design of our products, the simple result of the technology of them, to also make things, complex engineering and what we believe to be the most elegant, a commitment to quality, creating a balance between engineering and the Danish design spirit, is something we believe in.

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vola



### VOLA. For life.

We've been making everybody life better since 1968.  
It's more than our original design. It's more than our philosophy.  
It's more than our unique approach to modularity.  
It's about bringing the good life to everyone.

[Discover more](#)



Our new campaign starts with  
[The heart of the home](#)

Follow us on Instagram for more  
inspirational design and architecture

[@voladennmark](#)



vola



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# BARRIERER

Mindre grad af digitalisering i Tyskland

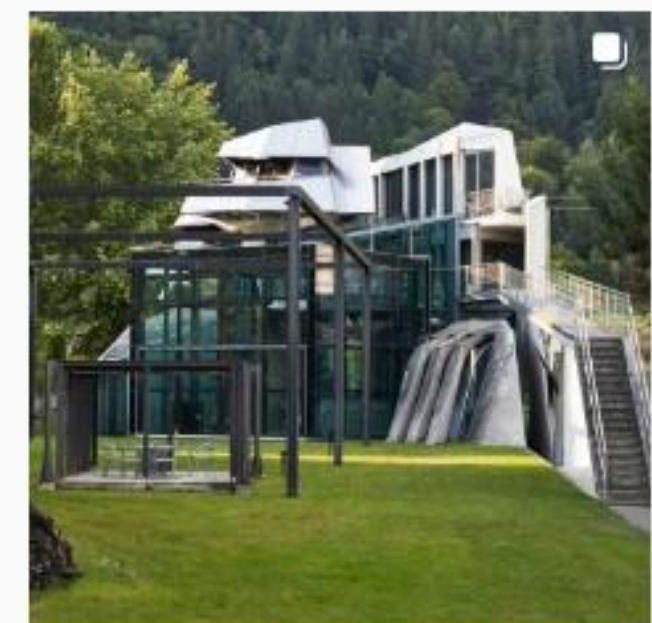
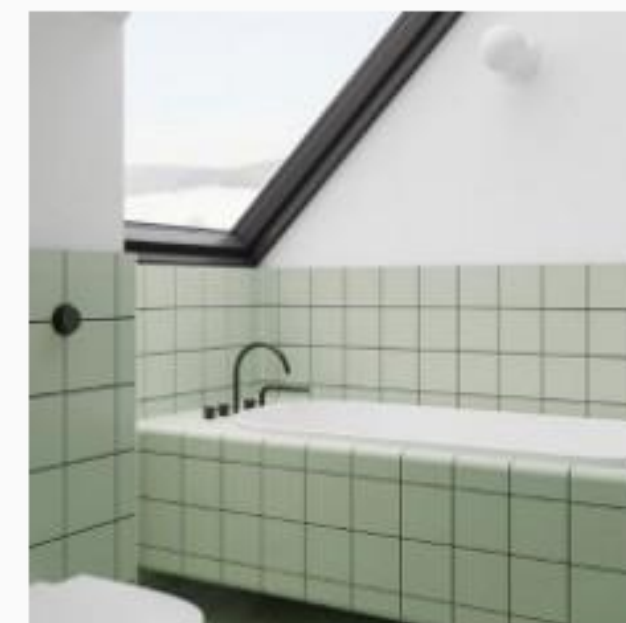
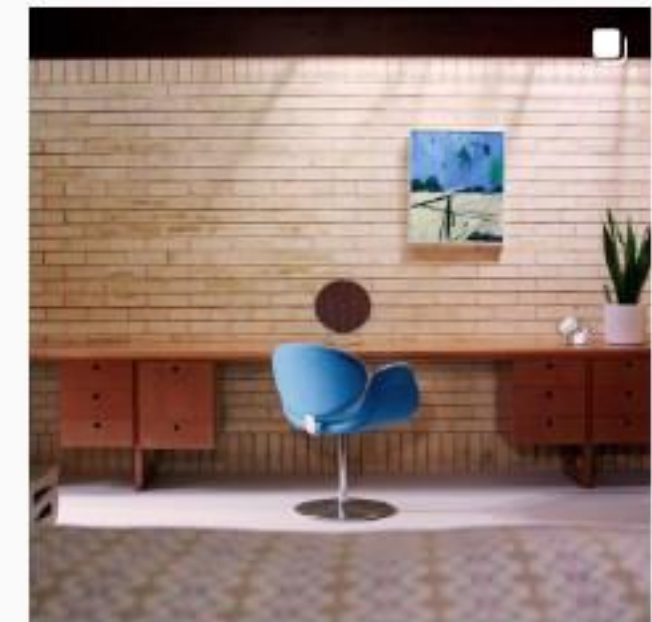
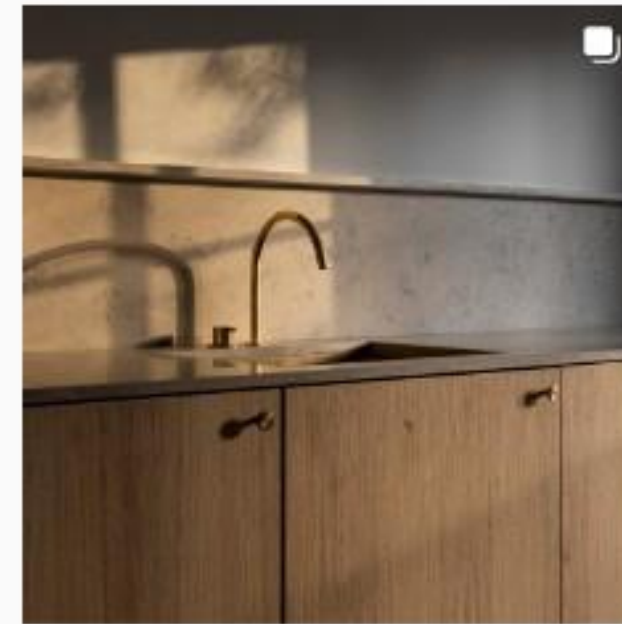
Sociale medier er endnu ikke så udbredt i vores segment LinkedIn er

ikke så udbredt i Tyskland

Især jobsøgende har i stedet en profil på Xing

Større behov for skelnen mellem privat og business

Sælgerne har udfordringer med at kommunikere mindre produkt og mere værdier/bæredygtighed





# Interior & Design

Gast-Arbeiterinnen



Für unser Design- und Interieurheft haben wir ausgewiesene Expertinnen als Verstärkung geholt: Adeline Seidel und Jasmin Jouhar sind zwei der profiliertesten deutschsprachigen Designjournalistinnen. Die studierte Architektin Adeline Seidel war Chefredakteurin bei der Architektur- und Designplattform Stylepark.

Sie forscht für das BBSR und schreibt für diverse Architektur- und Designmagazine. Jasmin Jouhar leitete das Online-Magazin Designlines und schreibt zum Thema Design unter anderem in der Frankfurter Allgemeinen Sonntagszeitung FAS.

## Die Langsamkeit des permanenten Wandels

Seit Jahren bemängeln Designer, Hersteller und Kritiker das sich immer schneller drehende Neuheitenkarussell, mahnen nachhaltige und qualitativvolle Produkte an, deren Lebensdauer auf Jahrzehnte und nicht nur Jahre angelegt ist. Doch Veränderungen treten nur langsam ein. Allerdings gibt es Hoffnung, wie Adeline Seidel bei ihrem Blick auf die Design- und Möbelindustrie feststellt.



# On Design Interview med VOLA

Præsident for den tyske bæredygtighedsorganisation DGNB, Professor  
Amandus Samsøe Sattler  
& Professor Mikala Holme Samsøe  
taler om en bæredygtig fremtid.

# GROWTH HACKING

## 1. Collaboration

Influencer account collaboration & activities with 3rd party advertisers and chosen insta accounts & companies - initial development of simple plan to collaborate with influencers to post or talk about VOLA on Instagram

## 2. Growth Hacking

We manually follow and engage with audiences of country specific public accounts that we consider to have a similar audience to us. This would use the influencer list we have developed this week in each country.

These accounts will receive notifications and we will see a significant gain in followers due to them following us back.

## 3. Social extension

Re-purpose any creative from the VOLA Instagram account and place it through every major online digital platform. This allows us very good visibility across the target 10 x countries.



## 4. Paid social adverts

A call to action of 'View Instagram profile' is available when we are boosting a specific post from our Profile.

We have limited options for the scope of targeting options.



This is something to try – we are unable to specify the countries of choice on this, so this could be less effective.

## 5. EDMs

Alongside the campaign messaging & links directing readers to vola.com, Insert CTA to click through to Instagram account.

Call to action



Follow VOLA Instagram profile

Call to action



Follow VOLA Instagram profile

Call to action



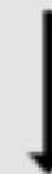
Follow VOLA Instagram profile

Call to action



Follow VOLA Instagram profile

Call to action




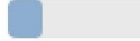
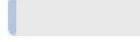
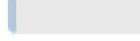
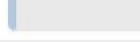
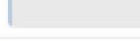
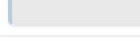
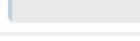


Follow VOLA Instagram profile

# FØLGERE PÅ PINTEREST OG INSTAGRAM

Tyskland udgør pt. den største andel af vores følgere. November 2022.

Top countries

Country	% of audience ↓
Germany	30.7% 
Other	23.9% 
Denmark	9.0% 
United Kingdom	8.1% 
United States	2.4% 
Russian Federation	2.3% 
Belgium	2.3% 
Sweden	1.8% 
Netherlands	1.7% 
Austria	1.1% 

 Audience > Country

COUNTRY	#	# ▼
Germany	5.9K	7.3K
United Kingdom	6K	7K
Denmark	5.3K	6.1K
United States	4.7K	5.7K
Belgium	4.8K	5.5K
Netherlands	2.5K	3K
Spain	2.3K	2.8K
France	2.1K	2.7K
Italy	2.7K	2.6K

# SÆLGERE PÅ LINKEDIN

Max har delt VOLA's eget LinkedIn opslag.

Peter og Carsten har delt et opslag via Hootsuite - Originalt indhold og flere reaktioner.

Max Mattauch • 2.  
Projektmanager bei VOLA A/S  
5md. •


Die Hochschule für Technik aus Stuttgart präsentiert in Wuppertal ihr sehr schönes und super ambitioniertes Projekt. Wir wünschen viel Erfolg. Powerd by VOLA.

[Se oversættelse](#)

VOLA A/S  
5md. •

SOLAR DECATHLON  
VOLA takes great pride in environmental responsibility. Therefore we are honored by the opportunity, being a sponsor of The U.S. Departmen ... se mere

[Se oversættelse](#)



6 • 1 kommentar

Daniela Sachs Rollmann • 2.  
Architekten AKS BDA, Innenarchitekten AKS BDA bei Prof. Rollmann+Pa...  
4md. •

Freue mich darauf für den bda als Jurymitglied die tollen Projekte zu sehen!!!

Populært indlæg fra en medarbejder

Peter Andreasen • 1.  
Konsulent at VOLA A/S  
1u •

VOLA lavede for nyligt et interview med den kendte tyske arkitekt Regina Schineis.

Hun fortæller om sin store passion for nordisk og skandinavisk design og arkitektur.

Schineis arkitekten har specialiseret sig i at arbejde med præfabrikerede trækonstruktioner, hvor træet med dets naturlige patina og tekstur giver projekterne en hel særlig karakter.

Læs den inspirerende artikel 'In conversation with Regina Schineis':  
<http://ow.ly/3E6L104bMjk>

VOLA 590 i børstet kobber  
Projekt af Schineis arkitekten  
Foto af Eckhart Matthäus

[#architecture](#) [#interiordesign](#) [#VOLA](#) [#inconversationwith](#) [#ReginaSchineis](#) [#eckhartmatthaeus](#) [#eckhartmatthaeusfotografie](#)



Martin Lousen og 39 til

Populært indlæg fra en medarbejder

Carsten Hartmann • 2.  
Area Sales Manager - Asia Pacific at VOLA  
2u •

VOLA recently did an interview with renowned German architect Regina Schineis.

Schineis is talking about her intense passion for Nordic and Scandinavian design and architecture.


"I constantly experience impressions in our everyday lives - when coming into contact with a surface, when entering a room, when washing our hands. I am interested in the way we form our impressions of an atmosphere in a new environment."

Read the inspirational article 'In conversation with Regina Schineis':  
<http://ow.ly/8atc104beW9>

Project by Schineis arkitekten  
Photo by Eckhart Matthäus

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Johannes Saugbjerg og 30 til

# Foredrag på den danske ambassade i Seoul, Sydkorea





## Kultur

Dansk kultur har altid været en integreret del af dansk design

Fællesskaber og de sociale rum

Mennesket i centrum

Det gode liv

Hensyn til miljøet











SPØRGSMÅL?